

Message Text

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PAGE 01 ATHENS 00359 101735Z

71

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

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R 101537Z JUN 74

FM AMEMBASSY ATHENS

TO USDOC WASHDC

INFO SECSTATE WASHDC 3719

UNCLAS ATHENS 359

E.O. 11652: N/A

TAGS: BEXP, GR

SUBJECT: CABLE REPORT; CATALOG EXHIBITION

REF: DEPT A-9166, SEPT 9, 1972

1. POSIDONIA '74

2. ZAPPEION BUILDING, ATHENS, JUNE 3-9, 1974

3. 181

4. A) 114

B) 114

5. 59

6. 127 FIRMS RECEIVED 323 INQUIRIES

7. POSIDONIA '74 ATTRACTED INTEREST OF SHIPOWNERS AND MARINE INDUSTRY SUPPLIERS FROM ACROSS EUROPE, JAPAN AND NORTH AMERICA. ALL EVIDENCE, CONFIRMED BY ITR T. LEWIS-JONES, SUGGESTS GREAT MARKET POTENTIAL EXISTS IN GREECE FOR SELECTED AMERICAN MARINE SERVICES AND EQUIPMENT. U.S. PRICES ARE COMPETITIVE. END-USERS EAGER FOR INFORMATION. INTEREST IN BUSINESS AUTOMATION, HOWEVER, ONLY MODERATE. SHOW AND INDIVIDUAL VISITS BY ITR R. PATTERSON INDICATED THAT DEMAND FOR COMPUTERS IN MARINE AND RELATED INDUSTRIES LAGS AS INDUSTRY IS FRAGMENTED AND CONSERVATIVE. SOME INDICATIONS EXIST, HOWEVER, THAT THIS DEMAND CAN BE CULTIVATED.

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PAGE 02 ATHENS 00359 101735Z

EMBASSY PROMOTION CONSISTED OF PRESS RELEASES, PAID ADVERTISEMENT, UNIVERSE MAILING OF 1,200, AND KEY PROSPECT MAILING OF 140, PLUS SEVERAL PERSONAL CALLS. RESULTS SHOWED THAT THIS CAMPAING GREATLY CONTRIBUTED TO SUCCESS OF CATALOG SHOW TECHNIQUE IN ENVIRONMENT OF MAJOR INTERNATIONAL EQUIPMENT EXHIBITION.

7A. REQUEST PERMISSION DONATE CATALOGS TO MINISTRY OF MERCHANT MARINE FOR USE IN MERCHANT MARINE TRAINING PROGRAMS.
TASCA

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NNN

Message Attributes

Automatic Decaptioning: X
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Draft Date: 10 JUN 1974
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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